

FSC-66-A	4/25/95	TO: ROM
SUBJECT: WINSTON SELECT Full Flavor 100 Box Distributor Program		
DISTRIBUTION:		
<input checked="" type="checkbox"/> AVP	<input checked="" type="checkbox"/> CAM	<input type="checkbox"/> ELM
<input checked="" type="checkbox"/> RM	<input checked="" type="checkbox"/> Reg.Mil.Mgr.	<input type="checkbox"/> MIL
<input checked="" type="checkbox"/> RBM	<input type="checkbox"/> Reg.DF Mgr.	<input type="checkbox"/> DF
<input checked="" type="checkbox"/> ROM	<input type="checkbox"/> DM	<input type="checkbox"/> REP

DM	J&D	REP
1224		
1225		
1226		
1229		
1230		
PTG	SAM	
ROM	PA	SC
RM	PC	MC
1240	1242	SAM

To assist in your sell-in of the WINSTON SELECT Full Flavor Box Distributor Program, several issues warrant clarification. Please ensure all personnel involved in selling this "Partners" tool to direct accounts are forwarded this information.

Allocations

A revision to the original recommended direct account allocations was sent to all RBMs the week of April 17, 1995. Please ensure you are working with the updated allocations. Additionally:

- These allocations are recommended "pipeline" allocations equivalent to five weeks' worth of business.
- Allocations are being deployed to bonded warehouses to support these recommended allocations. To ensure product is available for all participating accounts, it is important that we do not oversell these allocations. If additional product is needed for an account (to service a large chain, for example), allocations from accounts not participating in the program or accounts not needing their full allocation should be utilized within the same bonded warehouse.
- If large orders are needed after the initial "pipeline" period, remember to utilize standard procedures for forecasting Promotion 900 orders to ensure warehouse availability (reference FSC-302-A, dated 7/27/94).

40¢ Off Promotion

- The 40¢ off one-pack promotion allocations are also recommended quantities and should be handled the same as the standard product allocations. Quantities can be transferred to participating accounts serviced by the same bonded warehouse.

A line has been added to the attached "revised" Account Detail Form due back in Winston-Salem on May 8, 1995. The quantities you submit on this form for "actual cases of 40¢ promotion product" will serve as the account's allocation.

- The "40¢ promotion" product can be ordered like our DPC product in two ways:
 - ① As "reduced list price" product (Promotion #501381) to allow for fair trade state participation OR
 - ② As standard product with the promotion paid via TPS.

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Region and Direct Account Managers should monitor these promotional quantities regularly to ensure the combination of the two options does not exceed the total region budget for this promotion.

- All promotional 40¢ product should be completed by September 1, 1995.

Miscellaneous

- The \$1.00 per carton off invoice payment will be taken after the 3¼% anticipation allowance to ensure accounts receive the full \$1.00 payment.
- The 40¢ VPRs have a new Item #489635 and will be packed 300/roll to match up to offers per case. Please ensure this commodity number and SKU packing is changed in the program fact sheet.
- The special shipper display, Item #489251, has the ability to hold 20 packs plus 2 back-up cartons where needed.
- As discussed at our meeting, VAP payments for stickering the 40¢ off VPR product are not available. The \$1.00/carton off invoice is the direct account's incentive to pack, sell and ship the promotion.

Program Contact: Bill Duffy, extension #5776

R. J. REYNOLDS TOBACCO COMPANY

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Revised

WINSTON SELECT FULL FLAVOR 100 BOX

Account Detail

Account Name _____ Account # _____

Account Ship-To Address _____

Initial Cases Required (Week of 6/1/95) _____

Estimated Total Cases Required (June - September) _____

Actual Cases of 40¢ Promotional Product Allocated to This Account _____

Estimated Pack Outlet Displays Required (June - December) _____

Estimated Carton Outlet Displays Required (June - December) _____

- Direct buying customer agrees not to ship WINSTON SELECT Full Flavor 100 Box to any retail outlets outside of the approved state boundaries as designated by RJR.
- For those Direct Accounts who choose to participate in the WINSTON SELECT Full Flavor 100 Box program, the program cannot be used to take business away from competing wholesale accounts.
- RJR will invoice SELECT Full Flavor 100 Box at \$1.00 off invoice.

* This form does not constitute an order. Orders should be placed through Tobacco Customer Services per normal procedure.

Buyer Signature _____

RJR Manager Signature _____

Date _____

Return To: B. Duffy
Sales Planning
Fax: (910) 741-7851

Return by: May 8, 1995

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